

C. Meyy
7 April B
2/28/00

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

PROPOSED AMENDMENT "B"
FOR DISCUSSION

APPLICANT: Laurie Cairns GROUP ART UNIT: 2764
SERIAL NO.: 09/028,718 EXAMINER: J. Young
FILING DATE: February 24, 1998
INVENTION: "METHOD FOR PRODUCT PROMOTION"

Hon. Assistant Commissioner for Patents
Washington D.C. 20231

SIR:

OFFICIAL

The following amendments are presented for discussion.

In the Claims:

Amend the claims as follows:

sub C1

1. (Twice Amended) A process for product promotion, comprising the steps of:
providing a product or service;
providing sweepstakes information with said product or service, said sweepstakes
information directing a purchaser or potential purchaser to a network address and
including a unique code, said sweepstakes information being provided by at least one
of modification of packaging of said product or service or modification of said
product or service or incorporation of a card or piece into said packaging;
providing a site at said network address;